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ABSTRACT

This annotated bibliography describes materials available for computer-assisted instruction in marketing and distributive education. The materials are suitable for use by regular, disadvantaged, and handicapped students and by students whose facility in English is limited. They may be used for developing tests, testing, reviewing, and vocabulary. The software teaches the concept of supply and demand analysis, opportunity costs, capital goods investments, and resource allocations, allowing students to develop their understanding of inventory terminology and concepts, the importance of sound inventory management, and common inventory methods. It also teaches the basics of marketing. Entries are presented in alphabetical order. Each entry provides this information: title, date, annotation, system requirements, and availability. Materials for inclusion in this bibliography were located through the Florida Educational Information Service (FEIS), which conducted searches of computerized information retrieval systems, specifically the Vocational Educational Curriculum Materials (VECM) database on Bibliographic Retrieval Service (BRS). (YLB)

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Microcomputer Programs for Marketing and Distributive Education

A Bibliography

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Microcomputer Programs for Marketing and Distributive Education

A Bibliography

State of Florida
Department of Education
Tallahassee, Florida
Betty Castor, Commissioner
Affirmative action/equal opportunity employer

Division of Vocational, Adult, and Community Education

April 1988

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Introduction

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The software teaches the concept of supply-and-demand analysis, opportunity costs, capital goods investments, and resources allocations, allowing students to develop their understanding of inventory terminology and concepts, the importance of sound inventory management, and common inventory methods. It also teaches the basics of marketing.

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FEIS is sponsored by the Florida Division of Vocational, Adult, and Community Education and is located in The Center for Instructional Development and Services, Florida State University.

For additional search information, contact Florida Educational Information Service, The Center for Instructional Development and Services, 2003 Apalachee Parkway, Suite 301, Tallahassee, FL 32301-4829, (800) 428-1194.

Notes for reading an entry The records in this bibliography have been reproduced as written by database developers. No further editing of the texts was done.

TITLE: ***The Apple Market***

ANNOTATION: A learning module demonstrating generation of a market demand curve, identification of equilibrium prices-quantities and setting of prices by a monopolistic seller in order to obtain maximum profit.

SYS REQ: Microcomputer Program; IBM PC, PC jr, XT, PC Portable; 64K Memory; 2.0, 2.1 DOS; 1 Disk; 5 1/4 Inch Size; Apple II; 1 Disk; 5 1/4 Inch Size.

AVAILABILITY: Sale $49.95. Diversified Educational Enterprises, Incorporated. 725 Main Street. Lafayette, IN 47901. (317) 742-2690.

TITLE: ***Basic Math at Work***

ANNOTATION: Highlights adding and subtracting hours and wages, projecting income through wages, commissions, paycheck deductions. Also, practice lessons are included using work-related math skills involving a waitress, sales clerk, cashier, and salesperson. Order HP-5624AD for Apple; HP-5624TD for TRS.

SYS REQ: Microcomputer Program; Apple II, TRS-80 III.

AVAILABILITY: Sale $79.95. Teaching Aids Incorporated. PO Box 1798. Cosa Mesa, CA 92628-0798. (714) 548-9321.

TITLE: ***Computerized Inventory Procedures***

DATE: 86.

ANNOTATION: Students develop their understanding of inventory terminology and concepts, the importance of sound inventory management, and common inventory methods. Included is a program and extra disk space for any inventory which students might want to develop for added experience or actual use. An 80-column card is required on the IBM PCjr. Order Number(s)-S04, Text-Workbook; S046-3, TRS-80 (Individual); S046-3D, TRS-80 (Driver); S047-3, Apple (Individual); S047-3D Apple (Driver); S048-1, IBM PC and PCjr (Individual); S048-1D, IBM PC and Tandy 1000 (Driver); S04M Teachers Manual.

SYS REQ: Microcomputer Program; TRS-80 III + B&W; 48K Memory; 2 Disks; 5 1/4 Inch Size; Color; Apple II Plus; IIe; IIc; 48K Memory; 2 Disks; 5 1/4 Inch Size; Color; IBM PC + ; PCjr; 128K Memory; 1 Film; 2.0; 2 Film; 3.0 DOS; 2 Disks; 5 1/4 Inch Size; Color; Tandy 1000; 256K Memory; 2.11 DOS; 2 Disks; 5 1/4 Inch Size.

AVAILABILITY: Sale $42.50, TRS 80 (Individual), Apple, IBM PC and PCjr; $62.50, TRS 80 (Driver), Apple, IBM PC and Tandy 1000; $8.50, Text-Workbook and Teachers Manual. South-Western Publishing Company. 5101 Madison Road. Cincinnati, OH 45227. (513) 271-8811; Ohio 800-543-7672.

TITLE: ***The Corporation Job Game***

DATE: 83.

ANNOTATION: Teaches students how to keep their jobs and how to advance in the competitive world. They try to climb three career ladders in an imaginary company. The three career ladders include: sales-marketing, data processing-accounting, and engineering-production. Students are presented with problems that must be solved and conflicts that must be resolved. They are awarded "power" and "energy" points as they make correct decisions in their career ladder climb. Order Number(s): CD0455A, Apple, CD0455T, TRS-80, CD0455I, IBM-PC.

SYS REQ: Microcomputer Program; Apple; 1 Disk; 5 1/4 Inch Size; TRS-80; 1 Disk; 5 1/4 Inch Size; IBM-PC; 1 Disk; 5 1/4 Inch Size.

AVAILABILITY: Sale $79.00 Disk and Manual. Cambridge Career Products. #2 Players Club Drive. Charleston, WV 25311. 800 468-4227; in West Virginia 1-344-8550.

TITLE: ***Courseware Evaluation Form for Vocational and Technical Education***

DATE: 84.

ANNOTATION: Decision-making tool for conducting microcomputer courseware evaluations. The form consists of three parts, Part A: Description, Part B: Evaluation, and Part C: Summary. Applewriter IIe is required to run the program.

SYS REQ: Microcomputer Program; Apple IIe; 1 Disk; 5 1/4 Inch Size.

AVAILABILITY: Loan 2 weeks. Shirley A. Chase, The National Center for Vocational Education. 1960 Kenny Road Columbus, OH 43210. 800-848-4815 or (614) 486-3655.

TITLE: ***Financial Planning Simulations***

DATE: 86.

ANNOTATION: Give your students a head start on personal financial planning with this 3-in-1 program. In Money Manager students encounter everyday money-related activities over a simulated 8 week period. Included are earning income, paying bills, purchasing goods, and banking. Decisions must be made on how to balance a budget, and how to get the most value for the available dollars. In World of Work students use their math skills to calculate salary, commission, and net pay, using techniques such as percents, multiplying decimals, changing fractions to decimals, rounding, and interpreting graphs. The object of Purchase Power is to teach students how to be selective shoppers and become aware of exactly what they are paying for when they buy on discount, through layaway or credit cards. Order 7K-350AD.

SYS REQ: Microcomputer Program; Apple II; 48K Memory; 1 Disk; 5 1/4 Inch Size.

AVAILABILITY: Sale $79.95. Opportunities for Learning, Inc. 20417 Nordhoff St. Dept. RB. Chatsworth, CA 91311. (818) 341-2535.

TITLE: ***The Food Factory***

DATE: 83.

ANNOTATION: This is an economics simulation game. It uses the concept of the student selling food to his campus community and making resulting decisions in food selection, pricing and marketing. Several concepts are presented. Among them are Supply and Demand Analysis, Opportunity Costs, Capital Goods Investment, and Resources Allocation. Order number ML033 D-A.

SYS REQ: Microcomputer Program; Apple II; IIe; IIc.

AVAILABILITY: Sale $50.00 with Back Up. Micro Learningware. PO Box 307. Mankato, MN 56002-0307. (507) 625-2205.

TITLE: ***Gadgetronics. A Retail Decision-Making Simulation***

DATE: 85.

ANNOTATION: This package consists of a series of five simulations, each dealing with product lines; radios, albums, tapes, video game cartridges, microcomputers, and calculators. Students begin their companies with one product line and gradually expand to five, learning to make decisions concerning the

ordering, pricing of products, advertising, sales promotion, hiring, personnel policies, and the opening and closing of stores. Order number S016-3 for TRS-80, S017-3 for Apple, S018-1 for IBM, S01 for Workbook, S01M for Teacher Manual.

SYS REQ: Microcomputer Program, Apple II + , IIe, IIc, 48K Memory, IBM PC, 64K Memory, TRS-80 III and IV, 48K Memory, 5 1/4 Inch Size.

AVAILABILITY: Sale $39.50, $7.65 Workbook. South-Western Publishing Company, 5101 Madison Road, Cincinnati, OH 45227, (800) 543-7672.

TITLE: ***Hot Dog Stand: Survival Math Skills***

DATE: 84

ANNOTATION: Students practice math skills when they run a simulated hot dog stand. Includes color graphics and animation. Teaches price calculation, estimating with whole numbers, decimals, and fractions, and practical decision making. Order Number 1157-YN.

SYS REQ: Microcomputer Program, IBM PC, 64K Memory, IBM PC Jr, 128K Memory with Color Graphics Card, 1.0 or 1.1 DOS, 1 Disk with backup, 5 1/4 Inch Size, Color.

AVAILABILITY: Sale $49.00 includes backup disk. Sunburst Communications, Suite VECM, 39 Washington Avenue, Pleasantville, NY 10570, 800-431-1934.

TITLE: ***The Magic Cash Register***

DATE: 81

ANNOTATION: This program teaches students how to apply math to the real-life world of money. It works like a real cash register; displays and prints receipts. It lets students discover what part of a calculation went wrong and how to correct it. Includes play money. Order 1411-01.

SYS REQ: Microcomputer Program, Apple II + , IIe, IIc, 64K Memory, 5 1/4 Inch Size.

AVAILABILITY: Sale $34.95. Avant-Garde, 37B Commercial Boulevard, Novato, CA 94947, (415) 883-8083.

TITLE: ***The Main Ingredients, Business Basics Series***

DATE: 84

ANNOTATION: One of five in the Business Basics Series. Includes: Banking services—Safeguarding, loans, fund transfers, and transportation and advertising showing how businesses work together. Storage box included. Easy reading level (grades 2-4). Order Number 5638. Order number 5634 AD for Apple Series, 5634 TD for TRS-80 Series.

SYS REQ: Microcomputer Program, Apple II, II + , IIe, TRS-80 III, B&W, 32K Memory, 2 Disks, 5 1/4 Inch Size.

AVAILABILITY: Sale $79.95, $399.95 for Series. Hampden Publications, Incorporated, Department 857003, PO Box 4873, Baltimore, MD 21211-0873, (800) 638-1010 or in Maryland, (301) 235-1700.

TITLE: ***Marketing Peanut Butter: A Microcomputer Simulation***

DATE: 84

ANNOTATION: Students make choices about expanding the product line, penetrating new markets, repositioning products, pricing, and advertising and promotion considerations. Order numbers: Apple disk (CC 07-039194-7), TRS-80 disk (CC 07-039195-5), IBM disk (write for information), student manual (CC 07-039197-1), instructor's manual with key (CC 07-039196-3).

SYS REQ: Microcomputer Program, TRS-80 III, IV, IBM PC, Apple II, II + , IIe, with Applesoft, 48K Memory, 1.3 DOS TRS-80, 1.1 IBM PC, 3.3 Apple IIe, 1 Disk, 5 1/4 Inch Size.

AVAILABILITY: Sale $199.00 for disks, $3.95 for student manual, $5.95 for instructor's manual. Computer Marketing Services S-1, McGraw-Hill Book Company, Princeton-Hightstown Road, Hightstown, N. 08520, 800-437-3715 or (609) 426-5000.

TITLE: ***Marketing, Vocational Mathematics Competency Tests***

DATE: 84

ANNOTATION: One of thirteen programs in the Vocational Mathematics Competency Testing Program. They are designed to determine occupationally-related mathematics skills in specific vocational areas. The tests may be administered and scored using a microcomputer or they may be administered from paper-pencil versions and scored using a microcomputer. These programs may be used in education or industry to aid in determining a trainee's chances of success and in designing programs to meet the individual needs of the trainees. Order 841201.

SYS REQ: Microcomputer Program, Apple II + , IIe, 48K Memory, 1 Disk Drive, 3 Disks.

AVAILABILITY: Sale $295.00, $354.00 with back-up. Statewide Teaching Aids, PO Box 8241, Alexandria, LA 71306-1241, (318) 445-2572.

TITLE: ***Marketplace***

DATE: 83

ANNOTATION: This program introduces students to the basics of "Supply and Demand" and affords drill and practice in recognizing the impact of varying curves on market price and quantity. Three separate phases of this program combine to provide an exciting and challenging "learning experience" for the student in all areas of the "Supply and Demand" theory. Order number ML031 D-A.

SYS REQ: Microcomputer Program, Apple II, IIe, IIc.

AVAILABILITY: Sale $45.00 with Back Up. Micro Learningware, PO Box 307, Mankato, MN 56002-0307, (507) 625-2205.

TITLE: ***Microcomputer Applications in Vocational Education: Business, Marketing, and Management***

DATE: 83

ANNOTATION: Series of programs includes: critical path method, capital funding, inventory analysis, production method comparisons, income tax reduction, depreciation analysis, present future value, name and address processing, financial ratio analysis, comparative analysis purchase of auto return on investment, expected value computations, job pricing-bidding, equipment purchase business forecasting, breakdown analysis, and lease-buy.

SYS REQ: Microcomputer Program, Apple II + , TRS-80 III, Commodore PET Basic Size, 48K Memory, 4040 Disk Drive, 1 to 3 Disks, 5 1/4 Inch Size.

AVAILABILITY: Sale Apple $6.25, TRS-80 $11.25, PET $6.25, printed documentation $2.00. Curriculum Publications Clearinghouse, Western Illinois University, 46 Horrabin Hall, Macomb, IL 61455, (309) 298-1917 or 800-322-3905 (IL only).

TITLE: ***The Micro Guide to Careers in Sales. The Micro Guide to Careers Series: The Micro Guide to Self Employment***

ANNOTATION: One of four in the Micro Guide to Careers Series. These programs provide students with the opportunity to learn about six exciting career areas and the jobs available within each field. The programs are menu driven, and each contains an inventory profile and provides a major career ladder for each interest area. Each Micro Guide program contains a major skills list and provides a job bank with job descriptions. Order CD102A for Apple; CD102T for TRS; CD102B for IBM.

SYS REQ: Microcomputer Program; Apple II, IIe, IIc; 48K Memory; 1 Disk; 5 1/4 Inch Size; TRS-80 III; B&W; 48K Memory; 1 Disk; 5 1/4 Inch Size; IBM PC, PCjr; 64K Memory; 1 Disk; 5 1/4 Inch Size.

AVAILABILITY: Sale $49.00. Career Aids, Incorporated. 20417 Nordhoff Street. Chatsworth, CA 91311. (818) 341-8200.

TITLE: ***Profit Is It. Business Basics Series***

DATE: 84

ANNOTATION: One of five in the Business Basics Series. Includes: What profit is; how businesses decide what to charge; profit and loss as it relates to expenses; difference between net and gross profit. Storage box included. Easy reading level (grades 2–4). Order Number 5635; Order number 5634 AD for Apple Series; 5634 TD for TRS-80 Series.

SYS REQ: Microcomputer Program; Apple II, II+, IIe; TRS-80 III; 4, 32K Memory; 2 Disks; 5 1/4 Inch Size.

AVAILABILITY: Sale $79.95; $399.95 for Series. Hampden Publications, Incorporated. Department 857003. PO Box 4873. Baltimore, MD 21211-0873. (800) 638-1010 or in Maryland, (301) 235-1700.

TITLE: ***Reservation Clerk. The Boss: Business and Office Microcomputer Job Simulator Series***

DATE: 83

ANNOTATION: The Boss is a series of hands-on simulations of eleven careers of the 80's. Reservation Clerk introduces students to computerized handling of transportation and hotel reservations. Simulations allow the student to enter queries, receive flight information, confirm reservations for outgoing and return travel, and complete ticketing information for output by the system. An itinerary is also prepared. Order number CZ330AA for Apple II; CZ330EE for Apple IIe; CZ330TT for TRS-80 III.

SYS REQ: Microcomputer Program; Apple II; IIe; TRS-80 Model III.

AVAILABILITY: Sale $95.00 with Back-up. Career Aids, Incorporated. 20417 Nordhoff Street, Department K65. Chatsworth, CA 91311. (818) 341-8200.

TITLE: ***Retailing Cluster, Module One: Retailing***

DATE: 84

ANNOTATION: Includes: Store Receiving Report.

SYS REQ: Microcomputer Program; Apple II, II+, IIe, IIc; 1 Disk; 5 1/4 Inch Size; IBM PC, 1 Disk; 5 1/4 Inch Size.

AVAILABILITY: Sale $49.00. Southwest Tele-Computer Corporation. 5845 Gardner Highway. Alexandria, LA 71303. (318) 445-2572.

TITLE: ***Retailing. Exploring Career Options Series***

DATE: 84

ANNOTATION: One of sixteen in the Exploring Career Options Series. Students improve comprehension skills and learn job-related vocabulary by reading about career opportunities and requirements in any of 16 fields. Covers job descriptions, information on educational and training requirements, and predictions of future opportunities in specific areas. Multiple choice questions test reading comprehension; incorrect answers lead to complete explanations. An optional management system keeps track of students' scores in each lesson. Each program consists of eight to ten lessons on one disk.

SYS REQ: Microcomputer Program; Apple; 1 Disk; 5 1/4 Inch Size.

AVAILABILITY: Sale $34.95, $44.95 with management; $435.00 for series, $595.00 for series with management; 30-day return privilege. Intellectual Software. 798 North Avenue. Bridgeport, CT 06606. (800) 232-2224 or (203) 335-0906.

TITLE: ***Starting a New Business***

DATE: 84

ANNOTATION: In this program you will learn the ins and outs of starting a new business venture as you make decisions about trade name, partnership agreement, incorporation, budgeting, marketing, inventory, advertising, hiring employees, raising capital, record keeping, taxes, insurance. Correct decisions can lead to great wealth, incorrect decisions to bankruptcy. This simulation on the trials and tribulations of starting a business will teach as it entertains, keeping you entranced for hours.

SYS REQ: Microcomputer Program; Apple; 1 Disk; 5 1/4 Inch Size. IBM; 1 Disk; 5 1/2 Inch Size. Macintosh; 1 Disk; 3 1/2 Inch Size.

AVAILABILITY: Sale $59.95; 30-day return privilege. Intellectual Software. 798 North Avenue. Bridgeport, CT 06606. (800) 232-2224 or (203) 335-0906.

TITLE: ***Strategy. A Computer-Assisted Simulation***

DATE: 85

ANNOTATION: A simulation in which to apply accounting and marketing principles. As lumber mill owners, students compete in producing the largest net income with the help of computer-produced financial statements. Completion time is 25–30 class hours. Order number J07 for Text-Workbook; J076-3D for TRS-80 Driver Diskette; J077-3D for Apple Driver Diskette; J078-1D for IBM Driver Diskette; J079-6D for Commodore 64 Driver Diskette; J079-4D for Commodore Model 4032 Driver Diskette; J07M for Teacher Manual.

SYS REQ: Microcomputer Program; Apple II; II+; IIe; 48K Memory; TRS-80 III; IV; 48K Memory; IBM PC; 64K Memory; Commodore 64 and Model 4032; 1 Disk; 2 Disk Drives.

AVAILABILITY: Sale $59.50 Diskette, $2.25 Text-Workbook. South-Western Publishing Company. 5101 Madison Road. Cincinnati, OH 45227. (800) 543-7672.

TITLE: ***Waitress. Stepping Stones Series***

DATE: 81

ANNOTATION: One in a series of ten career awareness programs for intermediate level limited English students from junior high level to adults. These materials introduce students to the world of work and help students improve basic reading and language

skills. Students read short books which focus on particular entry-level jobs. The books are written at a low third grade level and each page contains an illustration of the content. A picture dictionary is included at the end of each book. Each disk contains 11 lessons relating to career, comprehension, vocabulary, and language skills. Corrective feedback for lessons is presented in a job-oriented format. The computer keeps track of the student's responses and reports results.

SYS REQ: Microcomputer Program; Apple II+, IIe, IIc; 48K Memory; 3.3 DOS; 1 Disk; 5 1/4 Inch Size.

AVAILABILITY: Sale $30.00 disk; $5.00 teacher guide; $4.00 vocational reader; $670.00 for series (includes 10 disks, 10 teacher guides, and 10 vocational readers). CEEDE, The University of Iowa, N 345 Oakdale Hall, Oakdale, IA 52319. (319) 353-4200.

TITLE: ***The Whatsit Corporation: Survival Math Skills***

DATE: 84

ANNOTATION: Language: Applesoft. Students use their math skills in realistic simulation of starting and running a one-product business. Ordering numbers: Apple (1134-YN); TRS-80 (1135-YN).

SYS REQ: Transparency; Master; Microcomputer Program; Apple II, II+, IIe, TRS-80; 48K Memory; 3.3 DOS; 1 Disk plus backup; 5 1/4 Inch Size.

AVAILABILITY: Sale $55.00 includes backup disk; TRS-80 32K Network II or 48K Network III—$165.00. Sunburst Communications, Suite VECM, 39 Washington Avenue, Pleasantville, NY 10570. 800-431-1934.

TITLE: ***Wheel'n and Deal'n. Business Basics Series***

DATE: 84

ANNOTATION: One of five in the Business Basics Series. Includes: How a product progresses from wholesale to retail; how the government provides goods and services to assist businesses; Small Business Administration. Storage box included. Easy reading level (grades 2-4). Order Number 5639. Order number 5634 AD for Apple Series; 5634 TD for TRS-80 Series.

SYS REQ: Microcomputer Program; Apple II, II+, IIe, TRS-80 III; B&W; 32K Memory; 2 Disks; 5 1/4 Inch Size.

AVAILABILITY: Sale $79.95; $399.95 for Series. Hampden Publications, Incorporated, Department 857003, PO Box 4873, Baltimore, MD 21211-0873. (800) 638-1010 or in Maryland, (301) 235-1700.

TITLE: ***Who Moves It Along? Business Basics Series***

DATE: 84

ANNOTATION: One of five in the Business Basics Series. Includes: Sole proprietorship, partnerships, corporations; differences between cash and capital, inventory, and accounts receivable. Storage box included. Easy reading level (grades 2-4). Order number 5636. Order number 5634 AD for Apple Series; 5634 TD for TRS-80 Series.

SYS REQ: Microcomputer Program; Apple II, II+, TRS-80 III; B&W; 32K Memory; 1 Disk; 5 1/4 Inch Size.

AVAILABILITY: Sale $79.95; $399.95 for Series. Hampden Publications, Incorporated, Department 857003, PO Box 4873, Baltimore, MD 21211-0873. (800) 638-1010 or in Maryland, (301) 235-1700.

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